



Economic Overview

October 1, 2022

City of Branson, MO



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Branson/Lakes Area Chamber of Commerce
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Demographic Profile

The population in the City of Branson, MO was 11,526 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 6,088 with a participation rate of 64.6%. Of individuals 25 to 64 in the City of Branson, MO, 24.1% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the City of Branson, MO is \$44,184 and the median house value is \$168,200.

Summary¹

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Demographics						
Population (ACS)	—	—	—	11,526	6,124,160	326,569,308
Male	42.3%	49.1%	49.2%	4,870	3,004,001	160,818,530
Female	57.7%	50.9%	50.8%	6,656	3,120,159	165,750,778
Median Age ²	—	—	—	38.9	38.7	38.2
Under 18 Years	21.2%	22.5%	22.4%	2,440	1,379,423	73,296,738
18 to 24 Years	11.5%	9.3%	9.3%	1,324	567,945	30,435,736
25 to 34 Years	13.3%	13.4%	13.9%	1,531	819,044	45,485,165
35 to 44 Years	10.0%	12.2%	12.7%	1,155	745,789	41,346,677
45 to 54 Years	11.4%	12.3%	12.7%	1,314	752,645	41,540,736
55 to 64 Years	10.4%	13.5%	12.9%	1,194	825,930	42,101,439
65 to 74 Years	13.2%	9.7%	9.4%	1,518	595,770	30,547,950
75 Years and Over	9.1%	7.1%	6.7%	1,050	437,614	21,814,867
Race: White	82.5%	81.3%	70.4%	9,513	4,978,046	229,960,813
Race: Black or African American	7.5%	11.4%	12.6%	859	698,043	41,227,384
Race: American Indian and Alaska Native	0.4%	0.4%	0.8%	43	24,274	2,688,614
Race: Asian	2.2%	2.0%	5.6%	252	123,810	18,421,637
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	11	8,887	611,404
Race: Some Other Race	5.3%	1.3%	5.1%	611	76,782	16,783,914
Race: Two or More Races	2.1%	3.5%	5.2%	237	214,318	16,875,542
Hispanic or Latino (of any race)	12.9%	4.3%	18.2%	1,489	262,677	59,361,020
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	64.6%	62.9%	63.2%	6,088	3,071,591	164,759,496
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	85.1%	83.0%	82.4%	3,396	1,914,826	105,137,520
Armed Forces Labor Force	0.1%	0.4%	0.4%	9	18,662	1,143,342
Veterans, Age 18-64	4.5%	5.1%	4.5%	292	189,180	8,920,267
Veterans Labor Force Participation Rate and Size, Age 18-64	90.1%	75.1%	76.8%	263	142,120	6,853,673
Median Household Income ²	—	—	—	\$44,184	\$57,290	\$64,994
Per Capita Income	—	—	—	\$26,866	\$31,839	\$35,384
Mean Commute Time (minutes)	—	—	—	16.5	23.9	26.9
Commute via Public Transportation	0.1%	1.2%	4.6%	6	33,546	7,044,886
Educational Attainment, Age 25-64						
No High School Diploma	11.7%	8.3%	10.5%	610	261,819	17,929,220
High School Graduate	28.5%	28.6%	25.4%	1,482	899,073	43,289,555
Some College, No Degree	28.8%	22.2%	20.5%	1,494	697,708	34,959,338
Associate's Degree	6.8%	9.0%	9.3%	354	281,386	15,776,790
Bachelor's Degree	19.3%	20.2%	21.6%	1,004	633,729	36,888,244
Postgraduate Degree	4.8%	11.8%	12.7%	250	369,693	21,630,870
Housing						

Summary¹

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Total Housing Units	—	—	—	8,347	2,804,664	138,432,751
Median House Value (of owner-occupied units) ²	—	—	—	\$168,200	\$163,600	\$229,800
Homeowner Vacancy	0.6%	1.4%	1.4%	12	24,246	1,129,755
Rental Vacancy	5.7%	5.9%	5.8%	166	51,276	2,704,553
Renter-Occupied Housing Units (% of Occupied Units)	56.7%	32.9%	35.6%	2,756	802,838	43,552,843
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.7%	6.6%	8.5%	276	161,814	10,344,521
Social						
Poverty Level (of all people)	22.3%	13.0%	12.8%	2,524	772,992	40,910,326
Households Receiving Food Stamps/SNAP	16.0%	10.5%	11.4%	777	255,682	13,892,407
Enrolled in Grade 12 (% of total population)	0.3%	1.2%	1.3%	32	75,694	4,358,865
Disconnected Youth ³	1.6%	2.8%	2.5%	9	8,960	433,164
Children in Single Parent Families (% of all children)	30.8%	33.5%	34.0%	634	433,210	23,628,508
Uninsured	20.1%	9.4%	8.7%	2,294	565,099	28,058,903
With a Disability, Age 18-64	7.8%	12.2%	10.3%	509	445,939	20,231,217
With a Disability, Age 18-64, Labor Force Participation Rate and Size	68.4%	41.8%	43.2%	348	186,464	8,740,236
Foreign Born	7.7%	4.2%	13.5%	883	256,336	44,125,628
Speak English Less Than Very Well (population 5 yrs and over)	4.1%	2.2%	8.2%	436	125,479	25,312,024

Source: [JobsEQ®](#)

1. American Community Survey 2016-2020, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

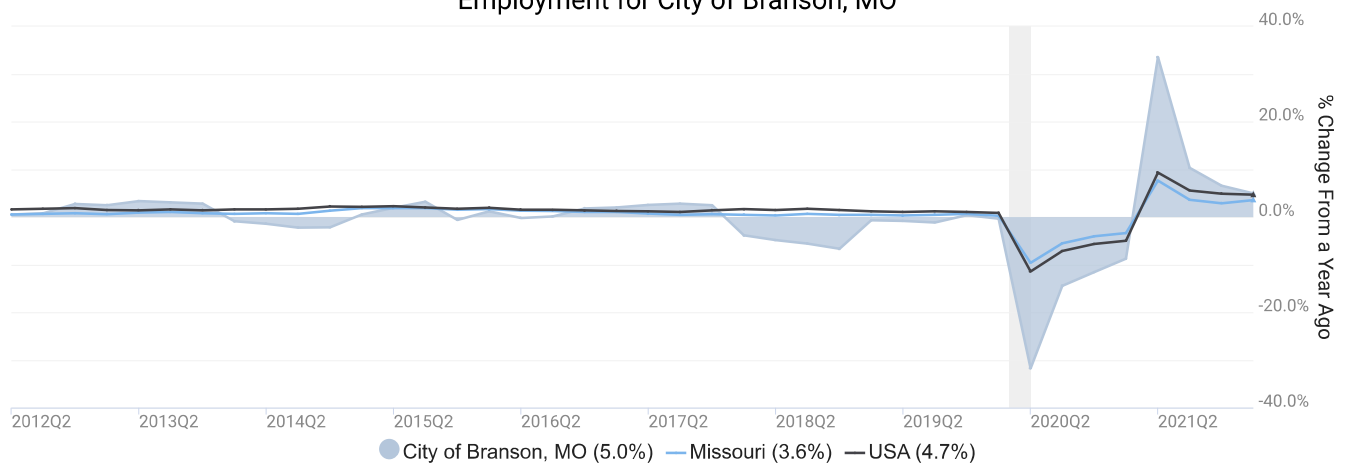
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2020, annual average growth rate since 2010.

Employment Trends

As of 2022Q1, total employment for the City of Branson, MO was 19,324 (based on a four-quarter moving average). Over the year ending 2022Q1, employment increased 5.0% in the region.

Employment for City of Branson, MO

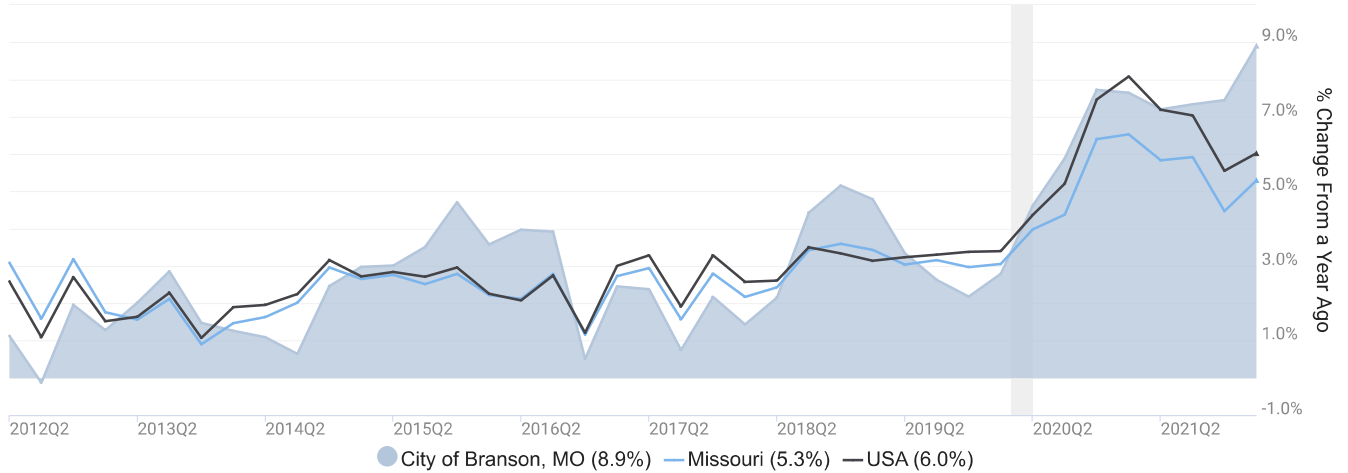


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q4 with preliminary estimates updated to 2022Q1.

Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$37,910 as of 2022Q1. Average annual wages per worker increased 8.9% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$66,637 in the nation as of 2022Q1.

Average Annual Wages for City of Branson, MO



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q4 with preliminary estimates updated to 2022Q1.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 10.4% lower in City of Branson, MO than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Branson, MO	\$37,910	89.6	\$42,289
Missouri	\$55,525	88.2	\$62,950
USA	\$66,637	100.0	\$66,637

Source: [JobsEQ®](#)

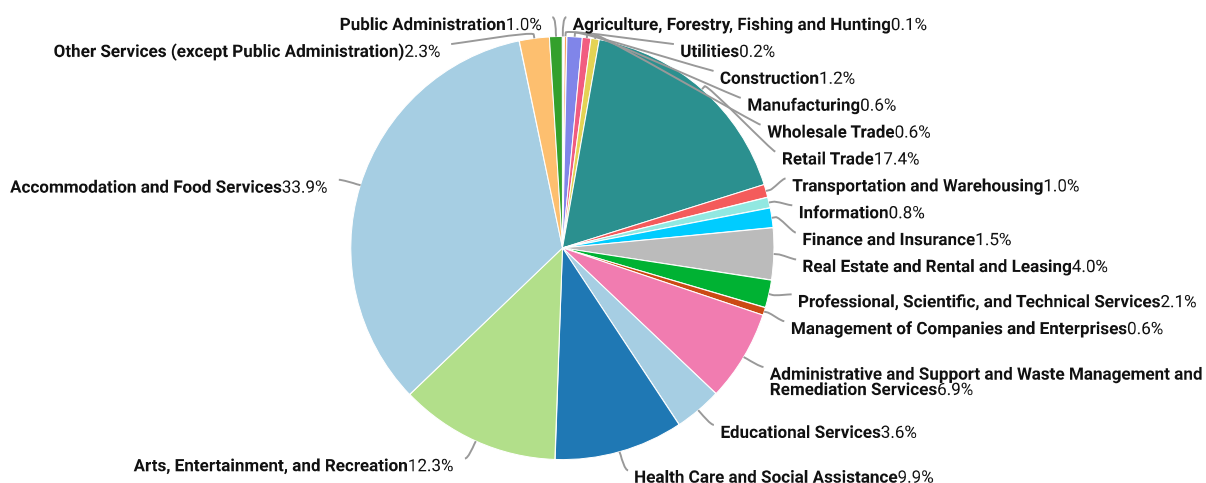
Data as of 2022Q1

Cost of Living per [COLI](#), data as of 2022Q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 6,546 workers. The next-largest sectors in the region are Retail Trade (3,354 workers) and Arts, Entertainment, and Recreation (2,373). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Arts, Entertainment, and Recreation (LQ = 6.81), Accommodation and Food Services (4.11), and Real Estate and Rental and Leasing (2.27).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ®, Data as of 2022Q1

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q4 with preliminary estimates updated to 2022Q1.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$83,880), Finance and Insurance (\$59,596), and Health Care and Social Assistance (\$57,983). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+701 jobs), Real Estate and Rental and Leasing (+147), and Professional, Scientific, and Technical Services (+108).

Over the next 10 years, employment in the City of Branson, MO is projected to expand by 1,330 jobs. The fastest growing sector in the region is expected to be Arts, Entertainment, and Recreation with a +3.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Arts, Entertainment, and Recreation (+1,006 jobs), Accommodation and Food Services (+939), and Transportation and Warehousing (+70).

City of Branson, MO, 2022Q1¹

NAICS	Industry	Empl	Current Avg Ann Wages	LQ	10-Year History		Total Demand	10-Year Forecast			Ann % Growth
					Empl Change	Ann %		Exits	Transfers	Empl Growth	
72	Accommodation and Food Services	6,546	\$31,074	4.11	701	1.1%	12,666	4,963	6,765	939	1.3%
44	Retail Trade	3,354	\$29,608	1.68	-313	-0.9%	3,608	1,665	2,465	-523	-1.7%
71	Arts, Entertainment, and Recreation	2,373	\$26,117	6.81	-746	-2.7%	4,889	1,603	2,280	1,006	3.6%
62	Health Care and Social Assistance	1,905	\$57,983	0.68	42	0.2%	1,863	825	1,003	34	0.2%
56	Administrative and Support and Waste Management and Remediation Services	1,339	\$49,791	1.07	48	0.4%	1,415	574	925	-84	-0.6%
53	Real Estate and Rental and Leasing	767	\$39,587	2.27	147	2.2%	684	304	428	-48	-0.6%
61	Educational Services	703	\$40,702	0.46	61	0.9%	691	299	371	21	0.3%
81	Other Services (except Public Administration)	445	\$31,281	0.53	-677	-8.8%	500	203	293	4	0.1%
54	Professional, Scientific, and Technical Services	410	\$42,836	0.29	108	3.1%	298	116	221	-40	-1.0%
52	Finance and Insurance	290	\$59,596	0.37	-21	-0.7%	210	84	160	-35	-1.3%
23	Construction	228	\$39,710	0.20	-90	-3.3%	195	67	144	-16	-0.7%
48	Transportation and Warehousing	190	\$37,912	0.20	-110	-4.5%	315	95	150	70	3.2%
92	Public Administration	188	\$40,425	0.21	-56	-2.6%	157	65	105	-12	-0.7%
51	Information	159	\$44,582	0.41	-141	-6.1%	233	58	117	58	3.2%
42	Wholesale Trade	125	\$47,957	0.17	-57	-3.7%	111	43	81	-13	-1.1%
31	Manufacturing	124	\$50,420	0.08	-29	-2.1%	107	41	79	-14	-1.2%
55	Management of Companies and Enterprises	114	\$83,880	0.39	28	2.9%	86	33	64	-10	-1.0%
22	Utilities	39	\$57,330	0.39	-4	-0.9%	31	11	23	-3	-0.9%
11	Agriculture, Forestry, Fishing and Hunting	15	\$9,455	0.06	-7	-3.9%	15	7	10	-2	-1.5%
21	Mining, Quarrying, and Oil and Gas Extraction	11	\$36,330	0.16	-5	-3.8%	10	3	8	-1	-0.7%
Total - All Industries		19,324	\$37,910	1.00	-1,119	-0.6%	23,047	8,539	13,178	1,330	0.7%

Source: [JobsEQ®](#)

Data as of 2022Q1

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average.

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q4 with preliminary estimates updated to 2022Q1. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the City of Branson, MO is Food Preparation and Serving Related Occupations, employing 4,156 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,866 workers) and Office and Administrative Support Occupations (2,337). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Food Preparation and Serving Related Occupations (LQ = 2.78), Building and Grounds Cleaning and Maintenance Occupations (2.55), and Personal Care and Service Occupations (1.84).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Computer and Mathematical Occupations (\$77,700), Healthcare Practitioners and Technical Occupations (\$76,700), and Management Occupations (\$76,400). The unemployment rate in the region varied among the major groups from 1.6% among Healthcare Practitioners and Technical Occupations to 12.1% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Branson, MO is expected to be Personal Care and Service Occupations with a +2.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+666 jobs) and Personal Care and Service Occupations (+281). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (7,617 jobs) and Sales and Related Occupations (3,747).

City of Branson, MO, 2022Q1¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			10-Year History			10-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	4,156	\$26,900	2.78	109	9.6%	n/a	41	0.1%	8,282	3,134	4,483	666	1.5%
41-0000	Sales and Related	2,866	\$35,300	1.57	55	6.5%	n/a	-703	-2.2%	3,454	1,538	2,209	-292	-1.1%
43-0000	Office and Administrative Support	2,337	\$34,300	0.98	42	5.3%	n/a	-431	-1.7%	2,762	1,167	1,656	-61	-0.3%
37-0000	Building and Grounds Cleaning and Maintenance	1,633	\$28,000	2.55	38	7.3%	n/a	109	0.7%	2,279	993	1,183	103	0.6%
11-0000	Management	1,110	\$76,400	0.84	12	2.8%	n/a	228	2.3%	1,085	277	679	129	1.1%
53-0000	Transportation and Material Moving	972	\$36,000	0.58	22	7.1%	n/a	66	0.7%	1,305	481	805	19	0.2%
29-0000	Healthcare Practitioners and Technical	896	\$76,700	0.79	4	1.6%	n/a	84	1.0%	476	225	258	-7	-0.1%
49-0000	Installation, Maintenance, and Repair	886	\$42,400	1.19	8	3.1%	n/a	74	0.9%	955	311	562	82	0.9%
39-0000	Personal Care and Service	852	\$28,200	1.84	35	12.1%	n/a	-389	-3.7%	1,945	769	894	281	2.9%
13-0000	Business and Financial Operations	682	\$61,500	0.55	10	3.2%	n/a	169	2.9%	712	192	437	82	1.1%
25-0000	Educational Instruction and Library	608	\$46,300	0.59	8	3.2%	n/a	54	0.9%	646	269	299	78	1.2%
27-0000	Arts, Design, Entertainment, Sports, and Media	567	\$45,700	1.68	18	7.9%	n/a	-247	-3.6%	816	244	408	165	2.6%
31-0000	Healthcare Support	458	\$28,700	0.54	7	4.9%	n/a	12	0.3%	623	283	307	34	0.7%
51-0000	Production	300	\$38,100	0.27	7	5.4%	n/a	-24	-0.8%	333	139	207	-13	-0.4%
33-0000	Protective Service	257	\$39,300	0.62	6	5.7%	n/a	-133	-4.1%	440	183	215	42	1.5%

City of Branson, MO, 2022Q1¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			Online Job Ads	10-Year History		Total Demand	10-Year Forecast			Ann % Growth
				LQ	Unempl	Unempl Rate		Empl Change	Ann %		Exits	Transfers	Empl Growth	
47-0000	Construction and Extraction	225	\$48,400	0.26	11	6.9%	n/a	-80	-3.0%	220	68	151	2	0.1%
15-0000	Computer and Mathematical	196	\$77,700	0.30	2	1.9%	n/a	63	4.0%	142	41	97	4	0.2%
21-0000	Community and Social Service	159	\$46,300	0.46	2	2.2%	n/a	-19	-1.1%	172	53	104	15	0.9%
17-0000	Architecture and Engineering	52	\$73,900	0.17	1	2.3%	n/a	-1	-0.1%	35	13	25	-3	-0.7%
23-0000	Legal	47	\$69,100	0.28	0	n/a	n/a	-6	-1.2%	31	13	18	0	0.0%
19-0000	Life, Physical, and Social Science	40	\$59,300	0.24	0	n/a	n/a	7	1.9%	36	9	26	1	0.3%
45-0000	Farming, Fishing, and Forestry	24	\$36,200	0.19	1	7.4%	n/a	7	3.3%	45	11	30	4	1.6%
Total - All Occupations		19,324	\$40,800	1.00	n/a	n/a	n/a	-1,119	-0.6%	26,795	10,411	15,053	1,330	0.7%

Source: [JobsEQ®](#)

Data as of 2022Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

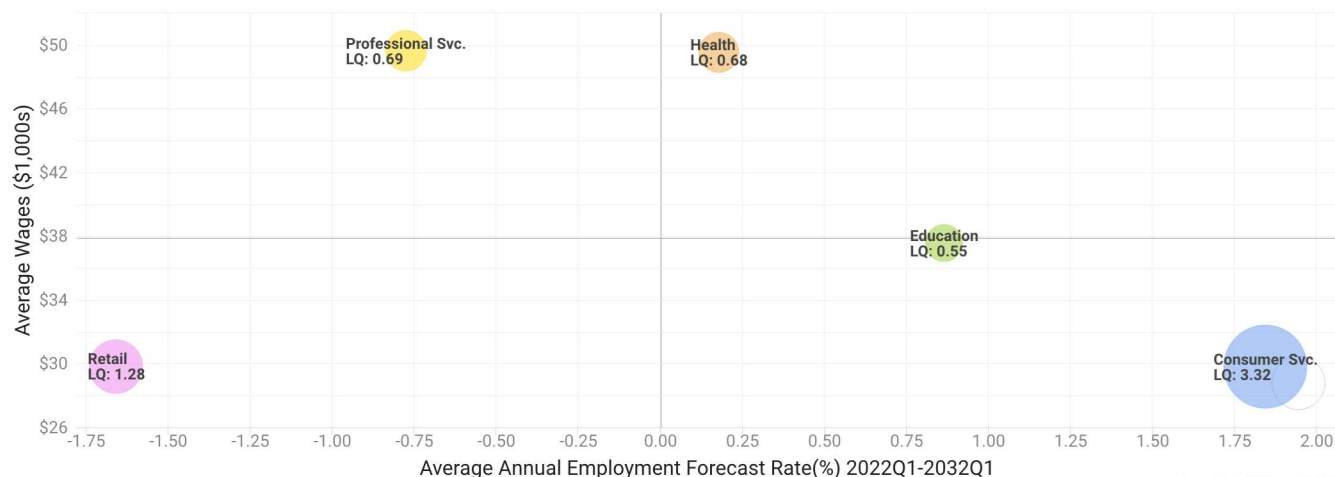
2. Wage data are as of 2021 and represent the average for all Covered Employment

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2021Q4, imputed where necessary with preliminary estimates updated to 2022Q1. Wages by occupation are as of 2021 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the City of Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.32. This cluster employs 9,587 workers in the region with an average wage of \$29,809. Employment in the Consumer Svc. cluster is projected to expand in the region about 1.8% per year over the next ten years.

Industry Clusters for City of Branson, MO as of 2022Q1

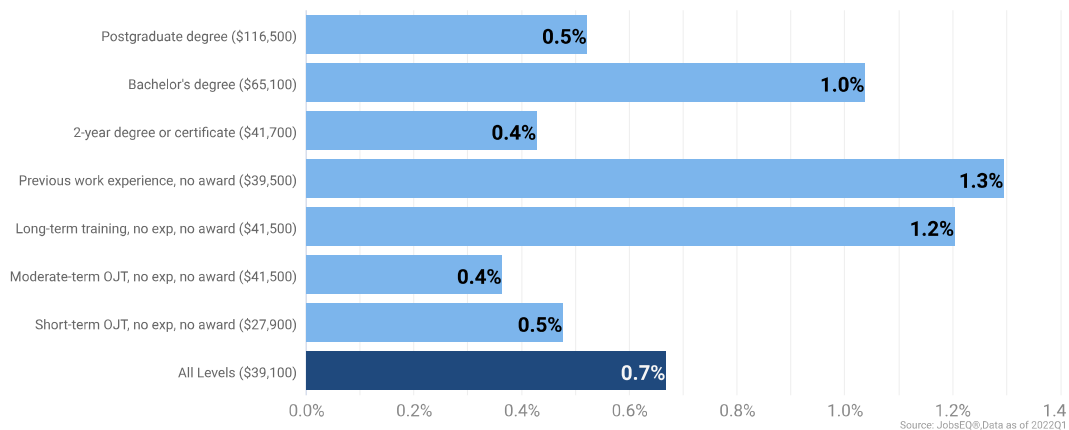


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2021Q4 with preliminary estimates updated to 2022Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

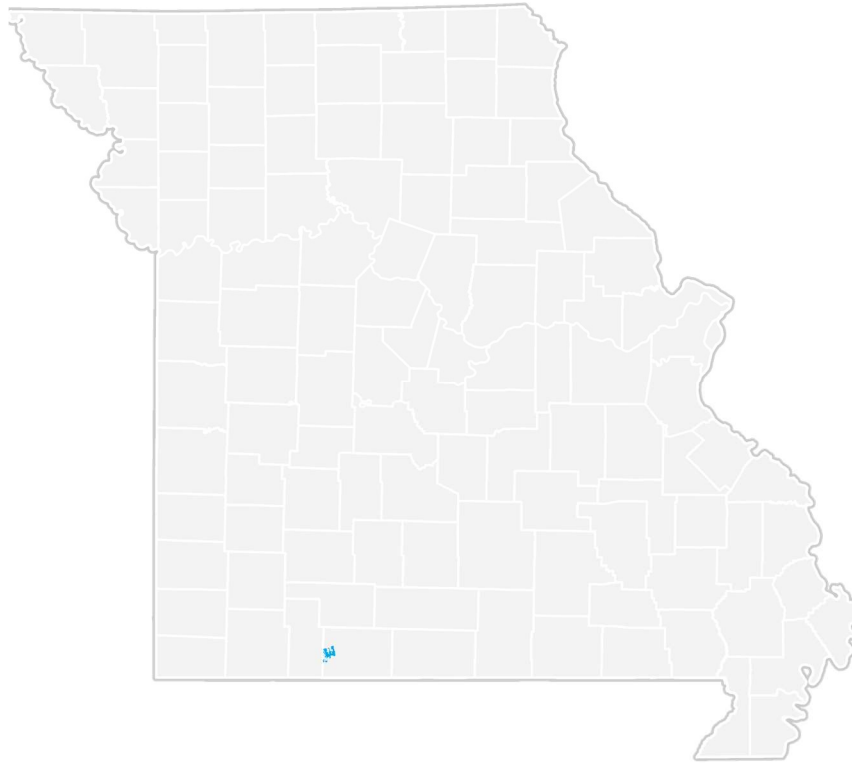
Expected growth rates for occupations vary by the education and training required. While all employment in the City of Branson, MO is projected to grow 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.5% per year, those requiring a bachelor's degree are forecast to grow 1.0% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.4% per year.

Annual Average Projected Job Growth by Training Required



Employment by occupation data are estimates as of 2022Q1. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

City of Branson, MO Regional Map



FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

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